

DESIGNER

# Brenda Nies

GRAPHICS & WEB

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## Education

### The Illinois Institute of Art

Bachelor of Fine Arts (B.S)

Visual Communications

### Diploma

Web Design & Development

### Digital Workshop Center

Certificate

UX Design

### AIGA

Certificate

Digital Marketing

## Technical Skills

### GRAPHIC:

Adobe CC (Id, Ps, Ai, Xd, Ae)  
Miro, Figma, Photo Editing &  
Reconstruction, Creative  
Writing, Wireframing, User  
Flows, Journey Mapping,

### WEB:

CSS/HTML, WordPress, Source  
Code Editors

### BUSINESS DEVELOPMENT:

CMS, Project Management

### PRODUCTIVITY:

MS Office, Collaboration  
Tools, Agile

## Summary

A Graphic Designer passionate about transforming words and ideas into engaging visual messages. With diverse expertise in design, a proven ability to adapt to a variety of project needs, and an eagerness to learn and grow, this creative is ready to turn your ideas into reality.

## Experience

### Graphic & Web Designer

#### 2023 JAT PUBLISHING

Chicago, IL / Start Date: 2010

- + Conceptualization, design and layout of 100+ page books, with worldwide distribution, while in close collaboration with the publisher and print vendor.
- + Design and editing of various collateral, including product reproductions, ads, packaging, logos, photo restoration, photo editing, and creative writing.
- + Perform maintenance and updates on the clients existing website.

### Graphic, Web & UX Designer

#### 2023 FREELANCE DESIGNER

Bloomington, IL / Start Date: 2006

- + Conceptualized, designed and executed full website and app prototypes, through a research-based approach
- + Use of Adobe XD, Miro and Figma for journey mapping, user-flows and low/high fidelity mockups.
- + Designed various collateral pieces, such as brand identity, social media posts, logos, flyers, event pieces, signage, apparel and ID Cards



## 2020 **Bunzl Distribution USA**

Morton Grove, IL / Start Date: 2016

- + Conceptualized, designed, managed, produced, oversaw and maintained all visual components of the company's themed, annual incentive program, generating \$20+ million in sales, including print, web and digital mediums.
- + Coordinated, designed and managed the annual calendar program providing wall, desktop and poster-size calendars to employees, with a combined annual run of approximately 9,500 pieces.
- + Skillfully represented the company for their biennial sales conference, attended by approximately 1000 Sales Representatives, by providing design, web and onsite support in the form of event signage, presentations, app support, online updates, setup/tear down and onsite customer service.
- + Designed and maintained various visual print and digital pieces, while adhering to brand standards. Items included logo creation, iconography, branding, imagery, brochures, flyers, catalogs, advertisements, presentations, event signage, tradeshow graphics and collateral, emails, web advertisements, responsive websites and mobile apps.

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### Graphic Designer

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## 2016 **OPTUMRX**

Schaumburg, IL / Start Date: 2004

- + Worked in a team environment to manage the creation, setup and production of time-sensitive, template-based, member enrollment communication, while adhering to guidelines of several entities.
- + Established trusting relationships with external print vendors to maximize efficiency and quality, setup online store fronts, and develop automation processes to monitor daily production of materials.
- + Collaborated with Marketing, on several occasions, to execute a complete rebranding of materials and communications, following company mergers and acquisitions.
- + Designed templates, printed and electronic forms, as well as training materials and SOP's for internal and external use.

## 2016 **YORK COMMUNITY HIGH SCHOOL REUNION COMMITTEE**

Elmhurst, IL / Start Date: 2011

- + Solely spearheaded the conceptualization, creation and production of the 45th and 50th reunion booklets, including design, layout, photography, photo editing and content authoring.
- + Partnered with York classmates and staff to obtain additional content and ensure accuracy.
- + Collaborated closely with the print vendor to ensure quality, budget and timing were met.